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In a process for making a multiple-layer label, the steps of:
 providing hold-down openings in a first web defining an upper label

combining said first web with a second web defining a base label layer; and

applying an adhesive overlaminate to said first web, said overlaminate extending over and through said hold-down openings in said first web and securing said first and second webs together.

- 2. The process of claim 1 wherein the second web is a composite of a base label material, adhesive and a liner, and including the further step of die-cutting said first web and overlaminate into discrete upper labels on said second web.
  - 3. The process of claim 2 including in the die-cutting step, the step of forming edge portions of said upper labels along the edges defining portions of said hold-down openings in said first web, such that the die-cut overlaminate extends over both leading and trailing edges of said die cut upper label in said first web.
  - 4. The process of claim 2 including the further step of removing a combined waste matrix of overlaminate and first web, and leaving discrete upper labels on said second web.

- 5. The process of claim 4 including the further step of die cutting said second web to form discrete base labels with discrete upper labels on the base labels.
- 6. The process of claim 5 including the further step of removing a waste matrix of at least said second web to leave a series of base labels, each with a discrete upper label thereon, on said liner.
- 7. The process of claim 2, wherein the die cutting step includes cutting an upper label shape, including a removal tab shape, in said overlaminate and including a portion of otherwise waste matrix of said first web under a leading end of the tab-shape of said overlaminate to define a multiple layer tab of said overlaminate material of said first web.
- 8. The process of claim 1 including carrying out said steps in a single of the webs through a press.
- The process of claim 2 including the step of die cutting a plurality
   of discrete upper labels extending transversely on and across said second web.
  - 10. The process of claim 1 including removing material cut out from the openings in said first web.

11. In a process of forming a multiple layer label, the steps of: providing hold-down openings in a first web defining an upper layer label;

combining said first web with a second web defining a base label layer, and applying a hold-down tape to said first web in a disposition overlying said openings;

said hold-down tape securing said two webs together through said openings; and

die cutting said first web and said tape and removing a combined waste matrix of portions of said first web and said hold-down tape to leave discrete upper labels held by discrete hold-down tapes on said second web, wherein said hold-down tapes are narrower than the width of said discrete upper labels.

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- 12. The process of claim 11, including the further step of applying an adhesive overlaminate web onto said second web and over said discrete upper labels and hold-down tapes.
- 13. The process of claim 12 including the further step of die cutting said overlaminate into shapes overlapping at least portions of said discrete upper labels.
- 14. The process of claim 13 including the further step of removing a waste matrix of overlaminate from around said discrete upper labels.
- 15. The process of claim 14 wherein said second web includes a composite of base label layer, adhesive and liner, and includes the further step of die cutting said second web to define a series of base labels on said liner, each having an upper label thereon.
  - 16. The process of claim 15 including the further step of removing a waste matrix of said second web to leave a series of base labels on said liner, each carrying an upper label covered by said overlaminate.

17. A label supply comprising a liner of indeterminate length and a series of multiple layer labels thereon, said labels including:

a base label having adhesive on a bottom side securing said labels to said liner and for attachment to an article;

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an upper label on each base label, said upper label including a label layer and an overlaminate wherein selvage areas of said overlaminate overlap edges of said upper label and secure said upper label to said base label; and

said overlaminate defining a tab portion for lifting said upper label from said base label, said tab including a portion of upper label material separate and spaced from the body of the upper label and attached to said tab portion.

- 18. A label supply as in claim 17 wherein said upper label is comprised of a plurality of label layers.
- 19. A label supply as in claim 17 wherein said upper label extends to at least one edge of said base label.

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20. A label supply comprising a liner of indeterminate length and a series of multiple layer labels thereon, said labels including:

a base label having adhesive on a bottom side securing said base label to said liner and for attachment to an article;

an upper label on each base label, said upper label including an

upper label layer and an overlaminate extending over leading and trailing

edges of said upper label layer for holding said upper layer to said base

label;

said overlaminate comprises a hold-down tape being substantially narrower than said upper label layer.

- 21. A label supply as in claim 20 wherein said overlaminate has a central longitudinal area free of adhesive, said upper label layer having a forwardly-extending removal tab and said longitudinal area of said overlaminate free of adhesive, being disposed over said tab.
- 15 22. A label supply as in claim 20 wherein said upper label comprises a plurality of label layers.
  - 23. A label supply as in claim 20 wherein said upper label extends to at least one edge of said base label.

24. A label supply as in claim 20 further including a non-release surface on said base for holding portions of said upper label on said base label.

25. A stock material for producing multiple layer labels comprising: a first upper label web of indeterminate length having transverse,

hold-down openings therethrough;

a second base label web including a liner and a label web having adhesive thereon and covered by said liner;

an adhesive overlaminate disposed on said first web, extending through said hold-down openings and holding said two webs together in register through said hold-down holes.

- 26. A stock material as in claim 25 wherein said overlaminate substantially covers said first web.
- 27. A stock material as in claim 25 wherein said stock material comprises a tape of a width substantially narrower than said first web in a transverse direction.
- 28. A stock material as in claim 27 including a longitudinal area free of adhesive in said tape for facilitating tab and label removal.
- 29. A stock material as in claim 28 wherein said label comprises a removal tab, and wherein the longitudinal area free of adhesive in said tape overlies said tab.
- 30. A stock material as in claim 27 wherein said tape covers a portion of said hold-down openings.
- 31. A stock material as in claim 25 wherein said first web comprises a plurality of upper label layers.

32. A stock material as in claim 25 having a release web on portions of said base label web to facilitate release of portions of said multiple layer labels.

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33. A multiple layer label comprising:

a base label layer having adhesive on a bottom said for attachment to an article;

an upper label layer on said base label layer;

an overlaminate disposed over said upper label layer and overlapping portions of said upper label layer to removably secure it to said base label layer;

said overlaminate having a tab at one end and further including a layer of upper label layer material attached thereto at said tab and spaced apart from said upper label layer.

- 34. A multiple layer label as in claim 33 wherein said overlaminate overlaps said upper label layer substantially around all sides and is removable upon lifting said tab to separate said upper label from covering the base layer.
- 15 35. A multiple layer label as in claim 33 wherein said overlaminate is a film overlying said upper label layer at least coextensively.
  - 36. A multiple layer label as in claim 33 wherein said overlaminate is a film of substantially less width than said upper label layer.

- 37. A multiple layer label as in claim 36, said film having an extended longitudinal center portion free of adhesive overlying said tab.
- 38. A multiple layer label as in claim 33 wherein said upper label layer is a fanciful shape, said tab and said material attached thereto comprising a portion of said shape.
- 39. A multiple layer label as in claim 33 including a plurality of upper label layers.
- 40. A multiple layer labels as in claim 33 further including a release coating on portions of said base label layer to facilitate removal of at least
   portions of at least one of said upper label layers and said overlaminate therefrom.

41. In a process for making labels, the steps of:

providing hold-down openings in a first web defining an upper label layer;

combining said first web with a second carrier web;

applying an adhesive overlaminate to said first web, said overlaminate extending over and through said hold-down openings in said first web and securing said first web to said web carrier.

- 42. The process of claim 41, including the further step of die cutting at least said overlaminate and removing a waste matrix of overlaminate to produce a series of discrete upper labels held on said carrier web by remaining portions of said overlaminate.
- 5 43. The process of claim 42, including the step of die cutting said overlaminate at a leading edge of said upper label so that it is coextensive therewith.

## 44. A label supply comprising:

- a carrier web of indeterminate length;
- a plurality of discrete upper labels disposed sequentially on said carrier web;

each label including a label layer and an overlaminate;

said overlaminate overlapping said label layer along substantially all of its longitudinal sides and across its trailing edge, and holding said layer on said carrier web; and

said overlaminate being coextensive with said label layer along its leading edge.

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45. In a process of making multiple layer labels, the steps of:

providing a series of transversely extending hold-down openings across and in a first web defining an upper label layer;

providing a series of longitudinally extending hold-down openings in said first web;

said two respective series alternating in disposition on said web; combining said first web with a second web defining a base label layer;

applying an adhesive overlaminate on said first web, said overlaminate extending over said hold-down holes and securing said two webs together through said holes;

cutting a series of upper label shapes in said overlaminate with at least two upper labels being disposed side-by-side transversely across said second web.

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- 46. A process as in claim 45 including the further step of defining tabs in said upper labels with tabs of labels which are substantially defined between said transversely extending hold-down openings being located on a leading edge of such labels and tabs of labels which are substantially defined between longitudinally-extending hold-down openings being located on longitudinal side edges of such labels.
- 47. A process as in claim 46 including stripping from said structure a waste matrix, leaving a plurality of discrete upper labels on said second web, said overlaminate overlapping at least two respective parallel edges of each upper label layer.
- 48. A process as in claim 47 wherein the tab defining steps includes cutting a tab-shaped portion of said first web under a portion of said overlaminate, forming each tab such that each tab comprises an overlaminate adhered to a tab portion of said first web to facilitate tab lifting and label removal.
- 49. The process of claim 47 wherein said second web comprises a base label layer adhered to a liner, and further including the step of die cutting said base label layer of said second web and stripping therefrom a waste matrix of said base label layer to leave a series of base labels on said liner with each base label carrying a plurality of upper labels thereon.

50. A multiple layer label comprising:

an upper label;

an adhesive hold-down strip overlapping two opposite edges of said upper label;

a tab extending from one of said overlapped edges;

said hold-down strip having an elongated non-adhesive area intermediate longitudinal edges thereof, said tab lying under a portion of said non-adhesive area; and

an overlaminate overlapping said upper label.

- 51. A label as in claim 51 including cut lines in said overlaminate parallel to said hold-down tape and interior of longitudinal edges of said upper layer.
- 52. A label as in claim 51 including a base label, said overlaminate adhered to said base around three edges of said upper label other than said one edge bearing said tab.
- 53. A label as in claim 52 including non-release areas on said base beneath overlapping edges of said overlaminate.
- 54. A label as in claim 50 including a base label, said upper label

  10 disposed thereon, and a non-release area in one area of said base label

  underlying one edge of said overlaminate to provide a label hinge.
  - 55. A label as in claim 54, wherein said laminate overlaps at least three sides of said upper label and is adhered in said overlapped areas to release areas of said base label and further including cut lines in to parallel margins of said overlaminate adhered to said release areas.
  - 56. A label as in claim 50, wherein said hold-down strip overlaps three edges of said upper label and is parallel to said one overlapped edge having said tab, said tab lying in same non-adhesive area of said strip.

- 57. A label as in claim 56 including a base label, said upper label disposed thereon and being overlapped on all sides by said overlaminate, and further including cut lines disposed in overlapping portions of said overlaminate perpendicular to said elongated hold-down strip.
- 58. A label as in claim 56 including a base label, said upper label disposed thereon and being overlapped on all sides by said overlaminate and further including cut lines in said overlaminate and said upper label perpendicular to said elongated hold-down tape and interior of two edges of said upper label.